



**TORONTO  
FINANCIAL  
DISTRICT**

**PATH  
WAYFINDING  
IMPROVEMENTS**

**Presentation to  
Economic Development Committee  
June 22, 2016**

## OUR OPPORTUNITY



Continue and expand the successful  
**30-year relationship** between  
PATH buildings and the  
City of Toronto...

# OUR OPPORTUNITY

**Expand active transportation for downtown workers,  
residents and visitors...**

**258% more residents**  
along PATH since 2001

**20,000 hotel rooms**  
near PATH downtown

# OUR OPPORTUNITY

Bring **AODA compliance and accessibility** information to the 75+ inter-connected buildings the PATH network...



## #PATH360: Video introduction



[MyTOFD.com/PATH360](https://MyTOFD.com/PATH360)

# WORK TO DATE: Identifying PATH wayfinding priorities

## Public Realm Strategy

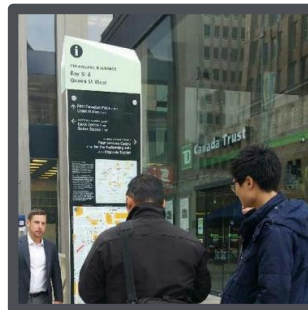
2013



Public consultations for a public realm standard in the Financial District identifies wayfinding improvements as the **#1 priority for people working in the area.**

## #T0360

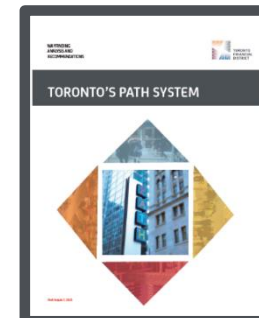
2015



City of Toronto and Toronto Financial District BIA prepare new **above-ground wayfinding system** and install downtown prior to Pan Am Games.

## PATH Audit

2015



PATH Partnership Group reviews existing signage and **identifies weaknesses and opportunities of the PATH signage system.** Recommends developing new system.

# WORK TO DATE: Stakeholder consultation and feedback

## Stakeholder Workshop

February 2016



Stakeholder workshops with more than 65 representatives from:

**City Departments**

**PATH Buildings**

**Emergency Services**

**Accessibility Experts**

## Public Consultation

February 2016

**1,917**

public responses  
to BIA online survey

**81%**

say current map and  
signage are not helpful  
for navigation

## #PATH360 Concepts

June 2016

**YOU  
ARE  
HERE**

# WHERE WE ARE: A fully-formed concept

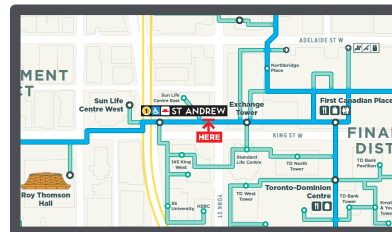
**BIA  
INVESTS  
\$100k**

**in 2016  
deliverables**

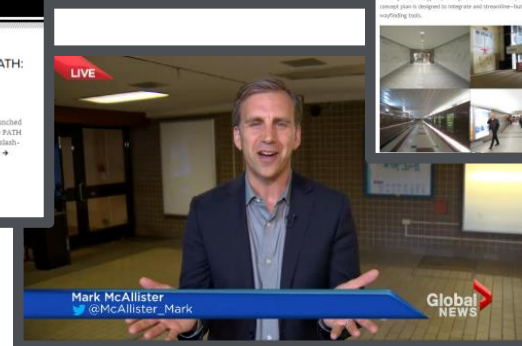
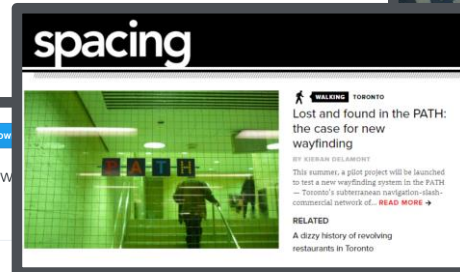
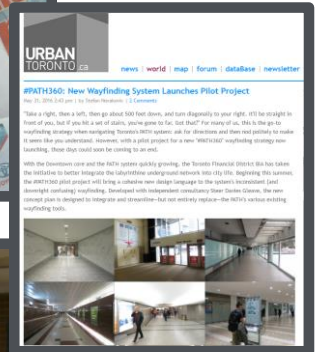


**PILOT  
PROJECT**

**Late Summer  
2016**







## **NEXT STEPS:** Work to be done

### **PATH Phase II: Design Development, Detailed Design and Guidelines**

<b>Stage 1:</b>	Product Development: \$50,000 (Design Intent - sufficient to tender) \$70,000 (Full technical drawings)
<b>Stage 2:</b>	Mapping: \$40,000 - \$50,000
<b>Stage 3:</b>	Guidelines: \$50,000 - \$60,000
<b>Total:</b>	\$140,000 – \$180,000 + HST

## **BUSINESS CASE:** The PATH as an economic generator...

**\$1.7 billion**

Annual sales  
revenue

**\$117 million**

annual employment  
income

**\$271 million**

Annual tax revenue  
(income, sales, property)



N. Barry Lyons Associates,  
"Opinion on the Economic Impact  
of Improved PATH Wayfinding," 2016

## **BUSINESS CASE:** For every 1% increase in PATH users...

**\$17 million**

additional sales  
revenue

**\$2 million**

additional HST

**\$285,000**

in property taxes to  
the City of Toronto  
(\$2.5 million over 10 years  
in Net Present Value)



N. Barry Lyons Associates,  
"Opinion on the Economic Impact  
of Improved PATH Wayfinding," 2016

## OUR REQUEST

That City staff work with the Toronto Financial District BIA toward a funding plan to advance detailed PATH360 work for installation in PATH properties in early 2018.

## APPENDIX: Concept details



## DIRECTIONAL SIGN: Wide view



## DIRECTIONAL SIGN: Close-up

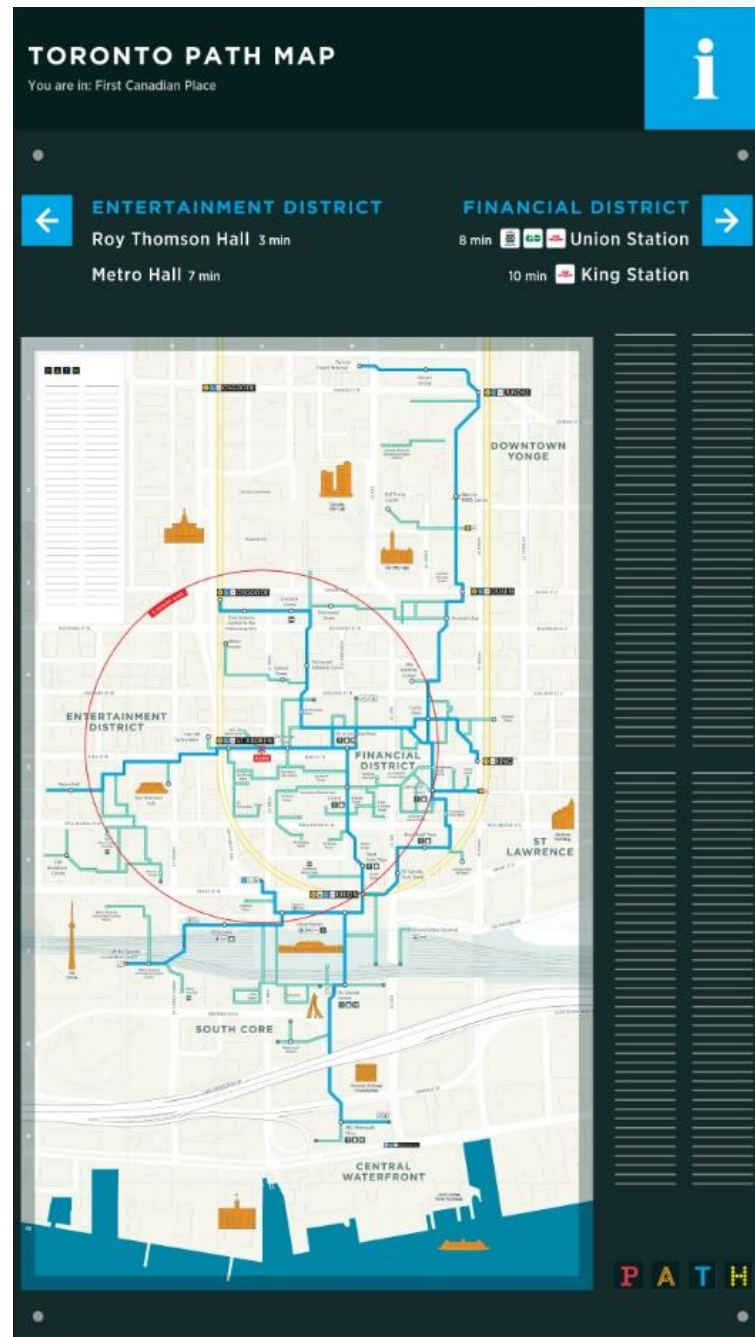




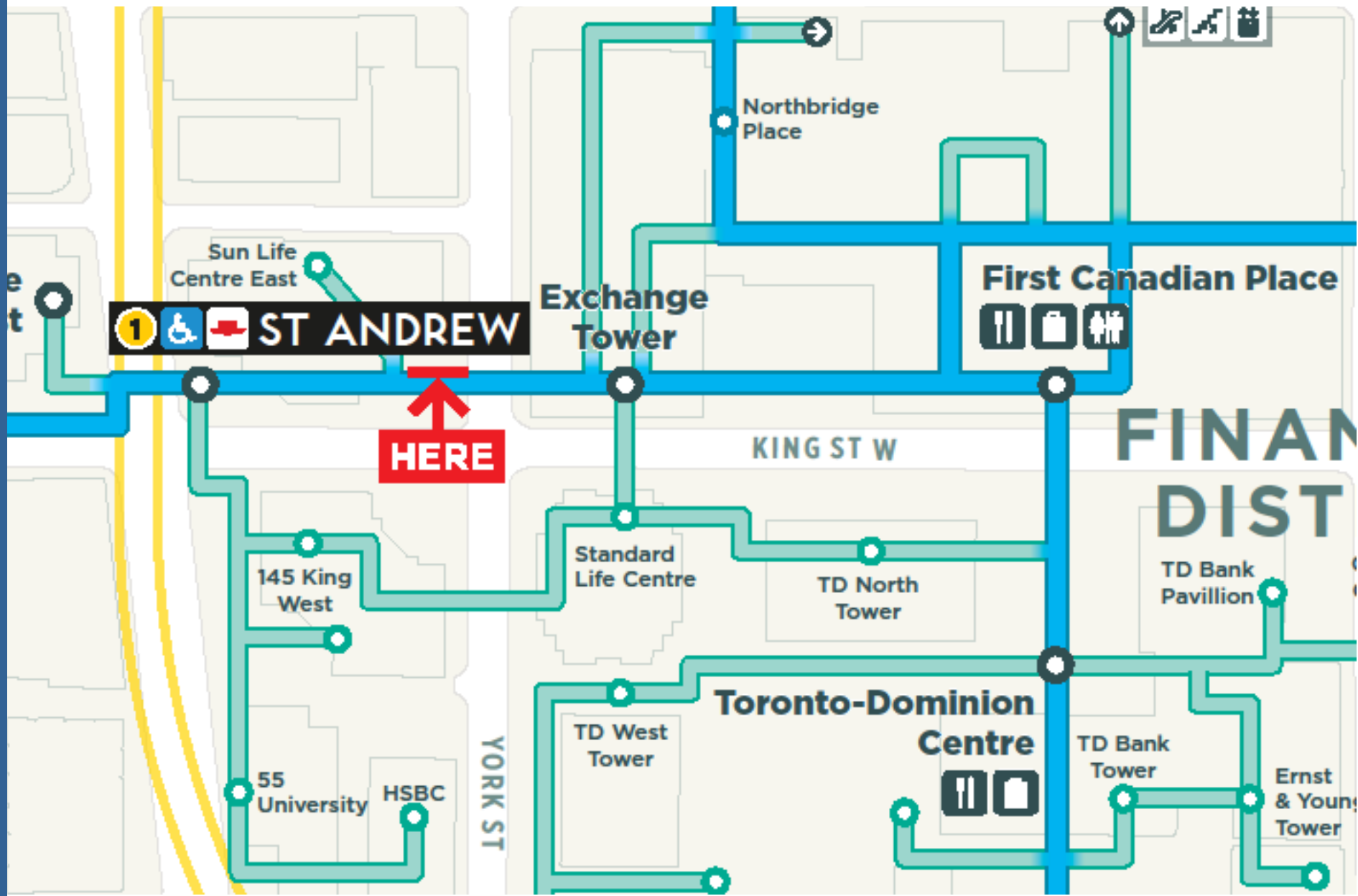
## WALL MAP: Wide view



# WALL MAP: Close-up



## MAP CONCEPT: Zoom-in





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FINANCIAL  
DISTRICT**

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The Toronto Financial District Business Improvement Area (BIA) represents Toronto's premier business centre, an area that includes Union Station, the PATH underground walkway and Canada's five major banks and most prominent firms. Funding is received through a special levy on commercial real estate within its jurisdiction. Membership includes all employees and businesses in the Financial District.

With a mandate to promote economic development in the area, initiatives include improving public spaces, showcasing daily activity of our thriving businesses at [www.MyTOFD.com](http://www.MyTOFD.com) and [@MyTOFD](https://twitter.com/MyTOFD), and identifying collaborative opportunities that ensure the Financial District and PATH are well-maintained, integrated, connected and accessible.

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